

## Cookies Policy Statement

### Cookies used by us

- DoubleClick – Google
- GetClicky – Web stat tool
- Session – Website function
- Bing – Bing tracking
- Facebook – Facebook tracking
- Romancart – ecommerce functionality
- Moodle – learning management system

### Benefits of using cookies

Our websites use cookies (as almost all websites do) to help provide users with the best experience we can.

Cookies are small text files that are placed on your computer or mobile phone when you browse websites

Our cookies help us:

- Make our website work as users would expect
- Remember settings during and between visits
- Improve the speed/security of the site
- Continually improve our website for users
- Make our marketing more efficient (helping us to offer the service we do at the price we do)

We do not use cookies to:

- Collect any personally identifiable information (without user's express permission)
- Collect any sensitive information (without user's express permission)
- Pass personally identifiable data to third parties
- Pay sales commissions

### Granting us permission to use cookies

If user's settings on their software used to view our website (their browser) are adjusted to accept cookies we take this, and their continued use of our website, to mean that they are fine with this.

“Cookies help us to improve the user experience and are an essential part of our learning management system”

Should a user wish to remove or not use cookies from our site they can learn how to do this below, however doing so will likely mean that our site will not work as expected.

### More about our Cookies

We use cookies to make our website work including:

- Making our shopping basket and checkout work
- Remembering users search settings
- Remembering if users have accepted our terms and conditions
- Allowing users to add comments to our site
- Enabling users to access our learning management system (LMS), including the course materials and assessment tools contained within our LMS
- Enabling us to track users progress through the courses we provide on our LMS, including your end of course assessment results

There is no way to prevent these cookies being set other than to not use our site.

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## Third party functions

Our site, like most websites, includes functionality provided by third parties. A common example is an embedded YouTube video. Our site includes the following which use cookies:

- YouTube – Privacy Policy powers the videos on our site
- Google – Privacy Policy

Disabling these cookies will likely break the functions offered by these third parties.

## Site Improvement Cookies

We regularly test new designs or site features on our site. We do this by showing slightly different versions of our website to different people and anonymously monitoring how our site visitors respond to these different versions. Ultimately this helps us to offer users a better website.

## Anonymous Visitor Statistics Cookies

We use cookies to compile visitor statistics such as how many people have visited our website, what type of technology they are using (e.g. Mac or Windows which helps to identify when our site isn't working as it should for particular technologies), how long they spend on the site, what page they look at etc. This helps us to continuously improve our website. These so called "analytics" programs also tell us if, on an anonymous basis, how people reached this site (e.g. from a search engine) and whether they have been here before helping us to put more money into developing our services for users instead of marketing spend.

We also use technology to determine how people who phone us arrived on our website (e.g. from a search engine or by clicking on an advert). This is to help us to identify how people heard about us. Please be aware that if you call us, using a phone number on the website we can potentially tell how you arrived on our website. Again this ultimately helps us keep down costs for users.

## Advertising Cookies

Cookies are widely used in online advertising. Neither us, advertisers or our advertising partners can gain personally identifiable information from these cookies.

Users can learn more about online advertising at <http://www.youronlinechoices.com>. Users can opt-out of almost all advertising cookies at <http://www.youronlinechoices.com/uk/your-ad-choices> although we would prefer that users did not as ultimately adverts help keep much of the internet free. It is also worth noting that opting out of advertising cookies will not mean users will not see adverts, just simply that they will not be tailored to them any longer.

## Remarketing Cookies

You may notice that sometimes after visiting a site you see increased numbers of adverts from the site you visited. This is because advertisers, including ourselves pay for these adverts. The technology to do this is made possible by cookies and as such we may place a so called "remarketing cookie" during your visit. We use these adverts to offer special offers etc to encourage users to come back to our site. We cannot reach out to users individually as the process is entirely anonymised. Users can opt out of these cookies anytime as explained above.

## Turning Cookies Off

Users can usually switch cookies off by adjusting their browser settings to stop it from accepting cookies. Doing so however will likely limit the functionality of our and a large proportion of the world's websites as cookies are a standard part of most modern websites

It may be that users concerns around cookies relate to "spyware". Rather than switching off cookies in their browser, users may find that anti-spyware software achieves the same objective by automatically deleting cookies considered to be invasive. Learn more about managing cookies with antispyware software.



Original  
signed

John Constable  
Managing Director & Professional Head  
HSQE Ltd

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